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Predictable refinement of computer equipment should suggest online reliability. The elite computer hobbiest needs one logical optionless guarantee, yet.

Ed Roberts
President, MITS, Inc.

Imagine a dream machine. **Imagine** the computer surprise of the century, here today. **Imagine** Z80 performance plus. **Imagine BAZIC** in ROM, the most complete and powerful language ever developed. **Imagine** raw video, plenty of it. **Imagine** autoscroll text, a full 16 lines of 64 characters. **Imagine** eye-dazzling color graphics. **Imagine** a blitz fast 1200 baud cassette port. **Imagine** an unparalleled I/O system with full **ALTAIR-100** and **ZALTAIR-150** bus compatibility. **Imagine** an exquisitely designed cabinet that will add to the decor of any living room. **Imagine** the fun you'll have. **Imagine ZALTAIR,** available now from MITS, the company where microcomputer technology was born.

bazic™

Without software a computer is no more than a racing car without wheels, a turntable without records, or a banjo without strings. BAZIC is the language that puts ZALTAIR's powerful hardware at your fingertips. For example, you can test the entire memory with the MEMTEST statement. Or read the keyboard directly with the KBD function. If you like to keep time the CLCK function will really please you. And in case you're in a hurry, you'll be glad to know that BAZIC runs twice as fast as any BASIC around. The best thing of all about BAZIC is the ability to define your own language... a feature we call perZonality.™ And ZALTAIR's BAZIC language comes standard in ROM, to insure 'rip-off' security.

hardware

We really thought this baby out before we built it. Two years of dedicated research and development at the number ONE microcomputer company had to pay off, and it did. A computer engineer's dream, all electronics are on a single pc card, **EVEN THE 18-SLOT MOTHERBOARD.** And what a motherboard. The ZALTAIR-150 bus is fully ALTAIR-100 compatible with 50 extra connectors. In addition, with ZALTAIR's advanced I/O structure called verZatility,™ access to peripherals is easier than ever before. And of course, our complete line of ALTAIR peripherals is directly compatible with the ZALTAIR 8800.

don't miss out

Weighing just 16 pounds, the ZALTAIR 8800 is a **portable** computer. The highly attractive enclosure was designed by an award winning team, and is fabricated from high-impact, durable ABS Cycolac® plastic. In the MITS tradition, nothing is compromised. Because of its superior design we were able to price the ZALTAIR 8800 far below the competition for this special introductory offer only. **You will not find the ZALTAIR in any store.** We want to bring this incredible offer to you directly, and avoid the retail mark-up of a middle man. Already, over 100 ZALTAIR's have been delivered to 75 satisfied customers. Don't miss out, order your ZALTAIR before April 30, 1977, and get immediate delivery.

The mark of a microcomputer champ is performance.

We rated the ZALTAIR against other microcomputers in a variety of 'real world' applications. The results were impressive.

Category	ZALTAIR	8800-b	Apple	IMSAI	Poly 88	SOL
Development system	1.0	1.5	3.1	3.0	7.2	6.9
Software	1.0	2.3	8.7	4.5	5.2	6.4
Hardware	1.0	2.1	3.9	6.1	2.5	9.1
Reliability	1.0	1.6	4.5	5.1	8.9	7.5
I/O	1.0	2.4	7.1	4.8	4.6	4.5
Cost	1.0	1.8	1.3	3.2	2.8	3.0
Service	1.0	1.2	6.4	6.3	7.2	7.2
Availability	1.0	1.5	3.0	2.9	5.6	5.1
Convenience	1.0	2.4	5.7	5.1	2.5	2.6
Quality	1.0	1.0	4.6	8.4	6.8	4.2
Price/Performance	1.0	2.3	8.6	21.3	9.3	9.3

prices

	Kit	Assembled
ZALTAIR 8800 with BAZIC ROM, 4K RAM, ASCII Keyboard, step-by-step assembly manual, operator's manual, and programming manual (Introductory price valid until 4-30-77)	$480	$550
4K static memory for ZALTAIR 8800	167	325
16K static memory for ZALTAIR 8800	765	945
4K dynamic memory for ZALTAIR 8800	195	295
16K dynamic memory for ZALTAIR 8800	550	650

All orders received by April 30, 1977 and accompanied by trade-in equipment will be credited as follows:

Deduct $200 for ALTAIR 8800 mainframe
Deduct $120 for ALTAIR 680 mainframe
Deduct $100 for any other non-MITS mainframe

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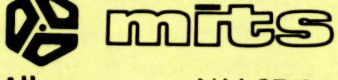

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